

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Kuehnle AgroSystems Co.

Hawaii HTDC- MEP

Kuehnle AgroSystems, Inc. Attracts New Markets with Assistance from HTDC- MEP

Client Profile:

Kuehnle AgroSystems, Inc. (KAS) is a privately-owned life sciences company that focuses on developing government funded research and development and managing subsequent intellectual property. The company employs 3 people at its facility in Honolulu, Hawaii.

Situation:

KAS wanted to explore leveraging some of the unique intellectual property they had developed into commercialized products to position the company in the bio-based renewable energy sector. KAS contacted the Hawaii High Technology Development Corporation (HTDC- MEP), a NIST MEP network affiliate, for assistance in developing a marketing/commercialization plan to successfully reach the market and a financial model to attract investors.

Solution:

HTDC-MEP Project Manager, Frank Chan, assisted KAS in assessing the market potential of its products, the emerging industry structure, and understanding the value and the company's products. The initial project led to follow-on projects involving the refinement of the client's business plan/strategy, developing a financial model, identifying key value drivers of its products, pilot production scale-up, developing strategic partners, and raising venture capital funding.

Results:

- * Increased profits by \$500,000 through investor funding.
- * Installed a new pilot production facility.
- * Created 2 new jobs.
- * Achieved a more competitive and profitable position.

Testimonial:

"KAS is so grateful for the work [HTDC -MEP] delivered, for the perspective and encouragement provided, and looks forward to more projects that will create growth through innovation for KAS."

Dr. Adelheid Kuehnle, President